

## MEDIA PACKET GUIDELINES

As part of HUD's commitment to soliciting customer feedback, HUD will be surveying a portion of your residents to assess their opinion regarding their housing quality. HUD will provide these survey results to Public Housing Authorities (PHAs) to use as a tool for identifying improvement areas. The Resident Indicator is one of the four indicators under the Public Housing Assessment System (PHAS).

Resident Participation is essential to the success of the Resident Service and Satisfaction process. Raising awareness of and confidence in the survey is a technique used to increase the number of survey respondents. For this reason, the Public and Indian Housing, Real Estate Assessment Center (PIH-REAC) of the Department of Housing and Urban Development (HUD) has provided this Media Packet to guide PHAs on how to market the resident survey to increase resident awareness and participation. Careful adherence to these guidelines helps ensure that survey information is communicated to residents in a uniform and consistent manner, thus preventing respondent bias. Two PHAS points under the Implementation Plan sub-indicator will be contingent on successful completion of the actions outlined in this document. In addition to these "Media Packet Guidelines", the following documents have been designed to support you marketing the survey to your residents as a means of increasing participation in the survey.

1. Posters
2. Flyer
3. Sample Newsletter Article

The four actions listed below are required as part of the Implementation Plan. The completion and documentation of these actions will be used by PIH-REAC to assess your marketing efforts for Resident Indicator scoring purposes.

- 1. Display poster(s) throughout your property.** Display the posters that were mailed to you by PIH-REAC in area(s) of your property (ies) that are the most visible to residents. Suggested locations are community bulletin boards, central offices, community centers, and entrances to any community building, or other high traffic areas, such as a laundry room. You are encouraged to download, print, and display additional posters throughout your property. These can be found on the RASS website at: [http://www.hud.gov/offices/reac/library/lib\\_css.cfm](http://www.hud.gov/offices/reac/library/lib_css.cfm)
- 2. Distribute meeting flyers to residents.** Using the provided flyer, make copies and distribute flyers to all residents in your community. Distribution suggestions include inserting the flyers in the PHA newsletter, including the flyers in other resident mailings, and using a resident organization to distribute the flyers. Flyers can be downloaded from the RASS website at [http://www.hud.gov/offices/reac/library/lib\\_css.cfm](http://www.hud.gov/offices/reac/library/lib_css.cfm)
- 3. Resident Meeting or Community Newsletter Article.** You are encouraged to have regular resident meetings at which residents can learn more about the Resident Service and Satisfaction Survey. This can be part of an existing resident meeting held by the housing agency or a resident organization, or one called for the sole purpose of informing residents about the survey process. For more details regarding

information to provide at the resident meeting, see the “Resident Meeting” section identified below.

**Community Newsletter Article.** In addition to a resident meeting, you may wish to include an article about the Customer Service and Satisfaction Survey in your local newsletter, and include the key survey dates on your resident calendar.

- 4. Complete the Implementation Form.** Document the dates that you completed the above mentioned implementation actions on the Internet (RASS system). Submit the completed Implementation Form via PIH-REAC’s web based system (RASS). The address is <http://www.hud.gov/offices/reac/online/reasyst.cfm>. You should print out the RASS page documenting compliance with the Implementation Plan requirement and maintain it at least until your PHAS score is issued.

In addition to the actions listed above, you are encouraged to be creative when promoting the survey to residents. You may consider using incentives to encourage residents to attend the resident meeting, or include information about the survey on your web page where appropriate. All actions, both required and optional, must be documented. Any additional advertising of the survey must use language that is consistent with the survey descriptions provided for residents in the Resident Meeting section below or by utilizing the meeting flyer located on the last page. PIH-REAC recommends that all documentation presented to residents and proof of Media Packet compliance (such as a meeting attendance list) be maintained for one full year.

### **Resident Meeting**

It is very important that during the presentation of the Customer Service and Satisfaction Survey you avoid biasing residents with statements that may affect the way they respond to the survey. Such actions can invalidate survey responses and survey section scores, thereby limiting the value of the survey as a management tool. The following questions and answers might be presented during the resident meeting:

#### **Resident Question: What is the Customer Service and Satisfaction Survey?**

**PHA Response:** The Department of Urban Development (HUD) Office of Public and Indian Housing, Real Estate Assessment Center (PIH-REAC) measures your housing agency’s performance using the Public Housing Assessment System (PHAS). PHAS evaluates the PHA’s physical condition, financial condition, management operations, and resident satisfaction. PHAS will measure overall resident satisfaction with living conditions using the Customer Service and Satisfaction Survey. Your household may be randomly selected to participate in this survey.

#### **Resident Question: Will anyone know what I said in the survey? (Is the survey confidential?)**

**PHA Response:** If you receive a survey, you should not write your name on it. HUD is committed to ensuring that your PHA management will not know who participated or how individuals responded. The survey is administered and results stored by an independent

contractor outside of HUD, and your identity will remain confidential. Only the aggregate results of the survey will be shared with your PHA.

**Resident Question: How is this survey different from other surveys?**

**PHA Response:** Your satisfaction and experience with your living conditions will be included in HUD's yearly evaluation of your PHA. This survey was collaboratively developed with the help of HUD officials, public housing resident leaders, and representatives of the industry.

**Resident Question: Who will receive this survey?**

**PHA Response:** All Public Housing residents throughout the nation will be included in the survey process. However, not all residents will receive a survey. Residents will be chosen randomly using an automated computer program. The survey is administered annually, so if you do not receive a survey this year you may in the future.

**Resident Question: How will the survey results be used?**

**PHA Response:** HUD will use the overall results of the survey to help determine how well your property management is doing in five areas (maintenance and repair, services, communication, safety, and development appearance). The Customer Service & Satisfaction Survey equals 10 out of 100 points your housing agency may receive under PHAS. Answers that residents provide make up a possible 5 points, while marketing the survey and follow-up actions taken by the PHA management could equal and additional 5 points.

**Resident Question: How will the PHA receive the results of the survey?**

**PHA Response:** During a specified period of time, all PHAs included in the survey receive their survey scores via an on-line secure database that also enables them to view a Survey Question Report. The Survey Question Report allows them to view information on how residents responded to RASS questions, *by question response choices*, i.e., the **percentage** of residents that indicated a specific level of satisfaction for each question choice. The question-specific information available in this report can be useful to the PHA in developing and certifying an appropriate Follow-up Plan. A Follow-up Plan is only required for each area of the survey that scores below 75%.

**Whom do I contact if I have any other questions?**

**PHA Response:** If you have any questions about the Resident Service and Satisfaction Survey, call REAC's Technical Assistance Center at 1-888-245-4860 (calls are toll free).

**Note to PHA Management:** Please do not attempt to answer questions that are not addressed in this document. Residents with other questions regarding the survey should be directed to the REAC Technical Assistance Center (1-888-245-4860).



**OFFICE OF PUBLIC AND INDIAN HOUSING,  
REAL ESTATE ASSESSMENT CENTER (PIH-REAC)**

The Resident Service and Satisfaction Survey is one of four ways that HUD's Office of Public and Indian Housing, Real Estate Assessment Center (PIH-REAC) will evaluate your housing agency's performance through the Public Housing Assessment System (PHAS). The survey will measure your satisfaction and experience with your living conditions. Your household may be randomly selected to receive the survey. If you are selected, please take the time to complete it. Resident participation is essential to the survey's success. Your feedback is very important to HUD!

**NOTICE of Resident Meeting**

**The Meeting will be held:**

**Date:**

**Time:**

**Location:**

**The meeting should last approximately \_\_\_\_\_ minutes.**

\_\_\_\_\_  
**Executive Director**

**If you have any questions about the survey,  
please call PIH- REAC's Technical Assistance Center  
at 1-888-245-4860 (Toll Free).**

**HUD needs to HEAR  
FROM YOU!**

